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Final Report
User Survey for the Land and Infrastructure Mapping Program

August 20, 1982

Submitted to:

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- and -

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August 27, 1982

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Dear Peter:

Please find enclosed 3 copies of the final report on the Land and Infrastructure Mapping Program.

A copy of the raw data tape and the SPSS system file are on the account you have provided. Although the number of complete cases was somewhat lower than originally hoped for, we believe this exercise was useful and illuminating. We would highly recommend that you or Brian Gosselin review both the copies of all questionnaires bearing comments or other notations relevant to this survey. Since you are the ones most familiar with this project, you may be able to distill further information from this source.

We have enjoyed this project and our only regret was that there was not enough time available. We would like to extend our appreciation and thank you and Brian for your cooperation and goodwill throughout this project. If you have any further questions regarding the report or this project, please do not hesitate to contact us.

Yours truly,

EKOS RESEARCH ASSOCIATES INC.

Frank Graves

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1.0 INTRODUCTION - PURPOSE AND ORGANISATION

This summary report is intended to provide an overview of our investigation of the Land and Infrastructure Mapping Program. The report is organised into 4 major section -- (i) A review of the study objectives and research issues, (ii) an overview of the research methodology employed in the study, (iii) A detailed review of the research findings and (iv) Conclusions and Recommendations.

As is often the case with government initiatives, CMHC has found there is an ancillary market for its research products. The Land and Infrastructure Mapping Program is a case in point. Information, which was originally gathered and compiled exclusively for internal consumption has found a demand outside of the Corporation. Not only has the market increased to other government departments at all levels (municipal, regional and provincial), but even in the public domain. This unanticipated demand for one of its byproducts has been accepted without much study. CMHC now feels however, that it is time to examine the users and their needs in detail. The number of users has reached the point where introspective analyses were no longer adequate. In fact, the extent and number of users were unclear. In light of these requirements the present study was initiated.

1.1 Study Objectives and Research Issues

The major objective of the survey was to determine whether the Land and Infrastructure Mapping Program was meeting the users' needs. The specific sub-objectives of the project were to determine:

- o Who is using the land mapping program?
- o How is the land mapping program being used?
- o Is the land mapping program meeting the needs of the users?
- o What improvements are suggested by the users?

The program managers had a wide range of interests and research questions. Following detailed discussions with the program managers four distinct research issues were identified and are briefly described below.

1.1.1 Targetting - Audience Composition

A basic question which must be asked in studying a program with a distribution system is "Are we reaching the right clientele?" That is to say, are the people who need the service aware of it and making use of it? In the case of the mapping program, this becomes a complex issue because of the multi-facetted nature of the target population, each with its own potential end use of the mapping program materials. Furthermore, many of the actual and potential users of the service are not the audience for which the program was initially designed (i.e. part of the market for the product is serendipitous). These sub-populations span all levels of government, the private and academic sectors. Within each one of these sub-populations there is a more refined set of user groups which should be distinguished. For example, the federal government may be divided into (internal) CMHC and (external) non-CMHC end users. This is important since there are a number of internal program objectives which the mapping materials were designed to meet. It was essential that all the current classes of users were identified so that the sample could be selected to give adequate representation for all user types.

1.1.2 Relationship of Product Characteristics to User Satisfaction

One of the key determinants of the success of a service product is the satisfaction which it creates with the users. We do not mean satisfaction in the sense of some abstract notion of general

happiness, but in terms of satisfaction with particular, concrete aspects of the product. Perhaps the most salient characteristics of the product are its content, scope and format. Users and potential users are greatly influenced by the basic subject matter contained in the document, the thoroughness of its coverage, the format in which it is presented, etc. While these are critical product characteristics which are clearly germane to key dimensions of user satisfaction, the user survey was designed to examine related areas such as:

- o reporting style (e.g. use of graphics, direct computer data base linkage, etc.)
- o timeliness and frequency of publication (i.e. recency of the data and the regularity of reporting)
- o acquisition costs
- o accuracy and data quality.

It was our view that a careful examination of the mapping program along all of these product dimensions would provide insight into the critical concerns of the user population.

1.1.3 Current Usage Patterns

The current pattern of product use was a major issue in studying this program -- particularly as we were interested in revising or strengthening the program on the basis of this research. Users or types of use may have emerged which were not even intended or known of at the initial design stages. A basic concept is the latent and manifest uses of the material. The issue was conceptually refined into other notions such as the frequency and regularity of use. Users may refer to these documents on an ad hoc basis or regularly.

1.1.4 User Feedback and Market Potential

The program managers also wished to utilise the study results to inform decision-making with respect to the program's future (e.g. expansion, status quo, reduction, etc.). Hence, the issue of market potential (based on user feedback) was a major one. During the course of probing the current users on the product characteristics and their use patterns, feedback on improvements were solicited.

This was expanded beyond a simple follow-up to negative responses to certain questions. For example, the users were asked if coverage of urban fill areas would be desirable. What types of changes to the current program would users like to see (e.g. more frequent publication) and a probe on to price sensitivity?

2.0 RESEARCH DESIGN

The overall research approach employed in this project is presented in Exhibit 1. The research design consisted of five components, including:

- o Problem Definition
- o Pre-Field Phase
- o Field Implementation
- o Analysis Phase
- o Reporting

These components were essential to the delivery of a product which would yield information pertinent to the objectives of the research project. Each component consisted of several inter-linking procedures and processes.

In the initial stages of the research design there were a series of preliminary tasks which had to be accomplished in order to maximize the utility of the project. The first consisted of meetings with representatives of CMHC and the research team to review the research objectives and determine priorities. The results of these initial meetings were the development of the research issues discussed in the introduction.

The next step in the problem definition stage was the development of the conceptual inventory/issues matrix. The issues or research objectives to be investigated were related systematically to concepts or variables central to these objectives. Each issue was carefully reviewed in order to identify concepts or variables which when operationalized would provide data relevant to the research objectives. This process was an essential component in the survey process since it guided the entire questionnaire design phase.

Following iterative discussions the conceptual inventory was organised into four categories corresponding to research issues discussed earlier: (i) Targetting - Audience Composition; (ii) Relationship of Key Product Characteristics to User Satisfaction; (iii) Current Usage Patterns, (iv) User Feedback and Market Potential. The various concepts relating to these categories are explained in Appendix A.

EXHIBIT 1

Mapping Program User Survey
Research Design

1. Problem Definition

- o Clarification of Project Objectives
- o Conceptual Inventory/ Issues Matrix
- o Refinement of Research Approach
- o Project Review

2. Pre-Field Phase

- o Instrument Development
- o Sampling/Data Collection Plan
- o Data Base Management Plan
- o Pre-Test
- o Research/Instrument Modifications
- o Project Review

3. Field Implementation

- o Training Sessions
- o Data Collection
- o Field Co-ordination/Supervision
- o Project Review

4. Analysis Phase

- o Coding
- o Data Entry/Keypunching
- o Creation of SPSS System File
- o Analysis Plan/Specifications
- o Descriptive/Explanatory Analysis
- o Project Review

5. Reporting

- o Preparation of Draft Report
- o Client Review
- o Final Report Preparation
- o Project Review

2.1 Instrument Design

The instrument design process translated the inventory of study concepts into measurable, survey instruments. concerns with reliability, validity and parsimony were critical in this measurement process. The resulting telephone survey instruments are exhibited in Appendix B of this report. The questionnaire was pretested using a sample of respondents in the Ottawa Area.

2.2 Survey Procedures

The survey of actual or suspected users of the Land and Infrastructure Mapping Program publication was organised in a way by which as many users as possible would be contacted. This was done by establishing an initial survey population from which referals, replacements or any subsequent referals or replacements would make up a secondary or follow-up survey population. The first would therefore be made up of names of organization selected from lists supplied by CMHC, while the second would include referals or replacement obtained from any initial or subsequent contacts.

The initial survey population was selected from lists of suspected or actual users of the Land and Infrastructure Mapping Program publication which were provided by the program managers. One listed the names of individuals or organizations who had purchased the publication, a second those who had received it free of charge compliments of CMHC, and a third those who had contacted CMHC in order to inquire about the publication.

First to be included in the initial survey population were designated respondents, that is those designated by the Land and Infrastructure Mapping Program managers as key persons who should defnitely be included in the survey. These designated respondents included all the individuals or organizations who had purchased the publication (100% of the purchasers' list) as well as some of thos listed on the free distribution, and inquiry lists. Also part of this survey were randomly selected individuals or organizations from the free distribution and inquiry lists, excluding of course those who had already been included as designated respondents. Of the free distribution list every fourth individual or organization was selected while for the inquiry list every second was selected, in both cases according to statistical rules of random sampling.

It is important to note that in cases where organizations were listed, interviewers were instructed to attempt to contact either the person who requested the publication or one who does or would possibly make use of it.

The initial user survey population having thus been established, some of these actual or suspected users of the Land and Infrastructure Mapping Program publication were then contacted as part of the survey pretest. Results from this pretest revealed no major problems with the clarity of the questions asked and no respondent difficulties in answering them. Therefore, the pretest population which included some referals or replacements could go on to be considered as part of the actual survey and interviews with the remaining survey contacts could resume.

Individuals or organizations contacted as part of the initial survey population have been classified into three categories. First there are those who have been part of the pretest including pretest referals and replacements, secondly those who had been designated as respondents by the Mapping Program managers, thirdly those who had been randomly selected. At various stages of the interview, be it that the respondent was no longer employed, not available, did not recall the publication, was or was not a user, interviewers were instructed to ask for the names of replacements or of persons who might use the Land and Infrastructure Mapping Program publication. Such replacements or referals become part of the secondary or follow-up survey. Depending on where they originated from these would be classified as follows:

- replacement directed
  - where the initial contact designated as a respondent by the Mapping Program managers is no longer employed and has been replaced by the interviewed person.

- o referred directed
  - o where the initial contact designated as a respondent by the Mapping Program mannagers is either unavailable and another referred person was interviewed or responded and referred the interviewed person.

- o replacement random
  - o where the initial contact who had been randomly selected is no longer employed and has been replaced by the interviewed person.

- o referred random
  - o where the initial contact who had been randomly selected is either unavailable and another referred person was interviewed or responded and referred the interviewed person.

In subsequent cases where for example are replacement directed respondent referred the interviewed person such a person would be classified in reference to the initial survey contact thus making him/her a referred directed respondent. The same would apply to a person who is referred by a referred random respondent. He/she is also a referred random respondent.

3.0 ANALYSIS AND RESULTS

Once all contacts and interviews were completed the questionnaires for the users were coded and keypunched. The kepunching procedures used 100% verification procedures to keep errors to a minimum during the data entry process. Once the raw data tape was received it was mounted at an IBM computer installation. All processing was performed using an account provided by CMHC. After initial range checks, an SPSS system file was created. All statistical procedures were performed using SPSS. The exception to this were the questionnaires for the non-users who were manually checked and collated for simple tabulations. The results of these analyses are presented in the following sections.

3.1 Summary of Contact Results

3.1.1 Overview of the data

In the telephone survey conducted amongst users of the Land and Infrastructure Mapping Program publication, attempts at contacting 332 known or suspected users were made. Of these 33 resulted in no contacts being made either due to disconnected phones, no telephone number being found or simply getting no answer. Where contacts were established 34 either reported that the intended subject was no longer employed or was unknown to them nor to their collegues (the persons spoken to). Of the remaining 265 cases where legitimate contacts were established 87 resulted in the intended subject being unavailable. Given that the survey was conducted at the end of July beginning of August a substantial number of these unavailables were so due to being on vacation.

The remaining 178 intended subjects were actually contacted and can be counted as effective respondents. When asked if they recalled having seen or having been sent the Land and Infrastructure

Mapping Program publication 50 such respondents could definitely not recall the publication even after being prompted by the interviewer, while one had not received the publication and felt he could not comment on its content. In such cases interviewers were then instructed to ask the respondents if they could give the names of anyone who might use the publication. These names were noted to later be used as part of the survey's secondary sample. Interviews with the above 51 respondents were then terminated.

An additionnal 126 respondents were able to recall having seen or having been sent the Land and Infrastructure Mapping Program publication, 28 of which had to be prompted to do so. An additionnal respondent had not received the publication but felt he was able to comment on its content. Thus a total of 127 respondents were able to recall the publication. Of these 71 went on to be classified as non-users and 56 as actual users of the Land and Infrastruture Mapping Program publication.

3.1.2 Non-user characteristics

Non-user refers to effective respondents who could recall the Land and Infrastructure Mapping Program publication but said that they did not use it. Such respondents would go on to answer questions as to why they did not use the publications (question 4), as well as to whether they wished to continue receiving the publication (question 5). They were also asked to give the names of other possible users who would later become part of a secondary sample. Having answered these questions, interviews with non-users were terminated.

As far as the overall purpose of the survey is concerned, the most revealing of the questions pertaining to non-users is that which deals with why these effective respondents did not make use of the Land and Infrastructure Mapping Program publications (question 4). The overall breakdown of non-user response to this question was as follow:

Response	Rate (No.)
No use for it	28
Material not suitable	14
Other reasons	23
Don't know/No Response	6
TOTAL	71

The comments that subjects were encouraged to add in qualifying their answers to this question are quite interesting. For statistical purposes the dominant comments (if any) given by each respondant have been classified to provide the following breakdown analysis.

Of the 28 who answered having no use 9 added no further comments. Of those with comments, 7 said they didn't use it because it was not related to their field of work and 6 because they either had or could get better data elsewhere. Other comments added to having no use for the publication included, it being too general, useless because of flaws in methodology, its data being out of date, not being aware of it until recently, not having used it lately, and having no use for it because the area of interest to the user is fully developped.

For the 14 respondents who indicated not using the Land and Infrastructure Mapping Program publication because its material was not suitable, 5 commented that it lacked detail, 3 had or could get better data and 2 said the material was not suitable for uses at the municipal level. Other comments regarding this non-suitability pointed to: content being too explicit, flaws in methodology, incompleteness (since it did not deal with land prices), and not dealing with the area the user dealt with.

Of those who did not use the Land and Infrastructure Mapping Program publication for other reasons, a total of 23 respondents to be exact, 4 used it as a reference, 3 passed it on to other individuals who could make use of it, a further 3 had not used it recently and could not give an accurate response, and 3 more had just received the publication. Another 2 said they had access to better data, 2 others couldn't really say since they were new at their job and a further 2 said they did not become aware of the publication until recently. Other reasons for not using the publication cited its being of little value, its not being for the area of interest to the user, blamed the depressed housing market, and not seing how data supplied to CMHC by the user and then fed back could be of value.

Under the three provided categories which have just been broken down by comments and reasons added by respondents to qualify why they did not use the publication, identical comments or reasons are found under each of the provided categories they were used to qualify. The following provides a summary of the main comments and reasons added by respondents.

The breakdowns of comments and reasons provided thus far have pointed to two general categories under which these may be listed. They are first of all comments and reasons directly related to the publication and secondly those outlining unrelated circumstances. For those related to the publication 11 respondents said they did not use the Land and Infrastructure Mapping Program publication because they either had or could get better data elsewhere, 6 said it did not provide enough detail and 2 cited flaws in methodology. Others pointed to the data being out of date, the publication being incomplete since it did not deal with land prices, and being too explicit. Comments and reasons outlining unrelated circumstances revealed that 10 respondents did not use the publication because of it not being related to their field of work, and 12 because they either had not used it lately, had

recently becomed aware of it, just received it or were new at their job. A further 4 used it mainly as a reference manual while another 4 said that it either did not deal with the area they would use it for or was not suited for their municipality.

There is an important note which needs to be added to the comments. Of all the non-users of the Land and Infrastructure Mapping Program publication who added comments 5 went on to specify that they thought it was a good publication.

3.2 User Characteristics

This section describes the organisational and individual characteristics of the 56 users identified in the survey. The organisational and individual characteristics correspond to those discussed in the conceptual inventory. These characteristics provide important detail regarding the nature of the market (as it currently exists) for the mapping publications. Once the market is better understood the product may be altered to better suit this market or promotional efforts can be designed to increase the products availability in the established market or directed to making inroads in markets yet untapped.

3.2.1 Organisational Type

EXHIBIT 3.2.1.1
Organisational Type

Category	Percent
CMHC	3.6
Fed Gov't	3.6
Municipal Gov't	44.6
Provincial Gov't	8.9
Consulting	3.6
Developer	8.9
Academia	3.6
Other	23.2
TOTAL	100.0

Exhibit 3.2.1 clearly indicates that the most frequent users of the mapping program data are municipal governments. Municipal workers accounted for 44.6% of the users identified and government workers in general accounted for 60.7%. Of the slightly more than 16% non-government users the largest consumers of this material were developers.

Exhibit 3.2.1.2 shows that the above results can be largely accounted for by the sampling scheme. Of the total number of attempted contacts 53.6% were from the municipal government and 74.1% work for the government at some level. In fact, in probabilistic terms, government workers are more likely to be non-users than non-government people. This does not negate the observation, however, that the government still comprises the largest market for the publication is the sampling lists are representative of the user population.

EXHIBIT 3.2.1.2

Contact Results by Organization Type

Type of Organization	No Contact	Unavail-able	Don't Recall	Non-User	User	Total
Public						
CMHC National	1	1	1	1	1	5
CMHC Regional	1	5		4	1	11
Other Federal	1		1		2	4
Provincial	11	16	5	7	5	44
Regional	1	2	1			4
Municipal	34	44	29	46	25	178
Private						
Association	2	2	5	2		11
Consulting	4	4		1	2	11
Developers	2	3	3	1	5	14
Realtors				2		2
Academic						
College/University	1	5	1	2	2	11
Other	9	5	5	5	13	37
Total	67	37	51	71	56	332

3.2.2 Educational Attainment/Disciplinary Affiliation

EXHIBIT 3.2.2
Disciplinary Affiliation

Category	Percent
Geography	58.5
Engineering	7.5
Architecture	3.8
Public Administration	1.9
Business Administration	1.9
Commerce	1.9
Mathematics	3.8
Other	20.8
TOTAL	100.1

As expected, the educational attainment of the users was extremely high. In fact the proportion of university graduates/ postgraduate users was a remarkable -- 92%. Clearly the market for the publication is the highly educated professional. All of the users in the survey had at least some college or university experience. The disciplinary affiliation of the users, was concentrated in geography (58.5%). Of the specified categories, engineering was a distant second at 7.5% with mathematics and architecture tied for third at a meagre 3.8%. Conspicuous in their absence were the social sciences (sociology, economics, psychology, and political science). Perhaps this lack of social scientific application reflects important lacunal in the substantive emphasis of this disciplines.

3.2.3 Professional Affiliation

EXHIBIT 3.2.3
Professional Affiliation

Category	Percent
Planner	46.4
Developer	5.7
Realtor	2.0
Engineer	7.5
Administration	3.8
Researcher	5.7
Assessment	2.0
Lawyer	2.0
Other	24.2
TOTAL	99.8

The majority (46.4%) of the users classified themselves as planners, of the specified categories engineers were a distant second at 7.5%. Followed closely by developers and researchers (5.7%).

The emergent composite description of the program's public user is that of a municipal city planner with a high level of education specialising in geography. While there are several variants along this descriptive composite the current audience clearly consists largely of urban planners employed by the municipal governments at fairly senior levels (judging by the level of education).

3.2.4 Province

EXHIBIT 3.2.4
Province

Category	Percent
Newfoundland	1.8
Nova Scotia	14.3
New Brunswick	7.1
P.E.I.	3.6
Quebec	10.7
Ontario	41.1
Manitoba	5.4
Saskatchewan	3.6
Alberta	1.8
British Columbia	10.7
TOTAL	100.1

Examination of the above exhibit indicates some unusual provincial variations in program use. The representation of Ontario was somewhat higher than anticipated (41.1%) while Quebec was relatively low at 10.7%. Perhaps the biggest surprise was the 14.3% figure for Nova Scotia which as practically equivalent to the total of all Western provinces. While it may not be wise to generalise the results of this survey at a provincial level, given the modest number of cases, on a regional bases some conclusions may be drawn. It would appear that Ontario and the Maritime province are heavily represented while Quebec and the Prairie provinces are underrepresented.

Certainly the answer does not lie in the representativity of the survey population. In an attempt to contact 332 actual or potential users, approximately 270 were part of the initial sample drawn from CMHC lists of individual or organization who had either purchased the publication, received it free of charge or inquired about it, and 62 part of the referred or replacement follow-up or secondary

sample. Some answers may however be found in Exhibit 3.2.5 which provides a breakdown of the overall survey population by province while specifying the type of contact established.

It does explain the high representation of users in Ontario since most of the attempted contacts and probably of the initial sample were drawn from Ontario. It also provides a explanation concerning the 14.3% of users in Nova Scotia being practically equivalent to the total of users for all the Western provinces. This was not the result of having attempted to contact more actual or potential users in Nova Scotia than in all of the Western Provinces but simply a matter of users making up 34.8% of the population we attempted to contact in Nova Scotia, while for the Western provices users represent 12.2% of the population we attempted to contact. In Alberta they only make up 3.3% of the target population. One may also notice that this low representation in the west is partially related to the number of persons whom we were not able to contact or were unavailable. Identical factors alsso seem to be responsible for the low representation of users in Quebec (12.2%).

Province	No Contact	Unavail-able	Don't Recall	Non-User	User	Total
Nfld.	6	3	1	2	1	13
N.S.	7	7	4	4	8	23
N.B.		4	2	3	4	13
P.E.I.	2		2	1	2	7
Que.	17	16	8	2	6	49
Ont.	27	27	21	31	23	129
Man		1	1	4	3	9
Sask.	3	5	2	4	2	16
Alta.	2	11	7	9	1	30
B.C.	10	13	3	11	6	43
Total	67	87	51	71	56	332

The reasons for this are not clear and it may be due to lower awareness in the west or lower coverage of cities. This phenomena certainly deserves some follow-up work to uncover the true reasons. An answer to the question of why the program is used as much as it is in Ontario and Nova Scotia and why it is used so little in Quebec and Alberta may provide important guidance in reformulating a more effective marketing strategy.

3.3 Patterns of Use

As discussed in the conceptual inventory, understanding of patterns of use will provide important input into assessing the mapping program. The patterns of use issue involve examining the how, why, and what questions for the individual data elements of the publications. In this fashion the market can be described in terms of not only individual and organisational characteristics but also by the applications. A great deal can be learned about the user population and its needs if certain sections are rarely used and the focus seems always to be on one area (e.g. supply forecasting). The results of the analysis for the concepts and categories relevant to this topic are provided below.

3.3.1 Number of Times Used

EXHIBIT 3.3.1
Number of Times Used

Category	Percent
1	33.3
2 - 3	23.8
4 - 6	26.2
7 +	16.7
TOTAL	100.0

The distribution of the number of times used is presented in Exhibit 3.3.1. Multiple use was quite common among the users in our sample. Approximately 2/3 of those interviewed used the publications personally at least 2 times. Over 42% of the sample used the

publications 4 or more times. There are some dramatic differences depending on whether the users are on the free distribution list or not. Those receiving the publication free of charge were far more likely be repeat users (more than once) of the publications than those not on the list. In fact 86% of those on the free distribution list were repeat users while the same figure for those not on the list was only 57%.

On the basis of the above results one might conclude that provision of the material free of charge stimulates use. However, this may be confounded by the nature of the people who tend to be on those lists, that is government employees. Therefore the data was divided into those who were government employees and those outside the government. While the sample for the non-government users was quite small, the results generally indicate that caution is advised in interpreting the results for the free distribution. The figures for government repeat users (82.8%) was almost identical to those for the complimentary copy recipients. Thus it may be that the government workers are far more likely to have repeated similar uses for the publication while the private sector (of whom only 57.1% were repeated users) may tend to use the publication for one-shot studies. Thus while the provision of the publication undoubtly enhances the likelihood of use the inherent characteristics of the work may dictate much of the usage pattern.

3.3.2 Number of Publications Used

EXHIBIT 3.. 2
Number of Publications Used

Category	Percent
1	26.7
2 - 3	51.1
4 - 6	13.3
7 +	8.9
TOTAL	100.0

The results for the number of publications used were similar to those for repeated usage. Over 51% used 2-3 different publications and a further 22.2% used more than 3. When the number of publications used was broken down by whether the respondent was on the free distribution list and whether she/he was a government worker; there pattern results were virtually identical to those obtained for the number of times used. This is due to the fact that those who use the publications more than once are likely using the program data for the same city in different years. Therefore the material for each year would be noted as a separate publication used.

3.3.3 Source of Publication

EXHIBIT 3.3.3
Source of Publication

Category	Percent
Buy	34.7
Borrow	2.0
Copied	2.0
Library	4.1
Office List	14.3
Direct receipt CMHC/other	42.9
TOTAL	100.0

The majority of the users cited direct receipt (e.g. free distribution from CMHC) as the most common mode of acquisition at 42.9%. The second most common method was by purchasing (34.7) and a sizeable number were on an internal distribution list. The library, borrowing, and copying were not a common source for the publication. An interesting note is that 26% of those on the free distribution list stated that they had purchased the publication. Indeed, many of these listed on the distribution list had recently purchased a publication for a different area. However, a number of the claims of purchase may have been the result of faulty recall or assumption. It may also indicate that complimentary distribution stimulates subsequent purchasing.

3.3.4 Source of Awareness

EXHIBIT 3.3.4
Source of Awareness

Category	Percent
Article	3.7
Contact	22.2
Seminar	1.9
ICURR	5.6
Reference	1.9
List	7.4
Library	5.6
CMHC/Other	51.9
TOTAL	100.2

The most popular means of awareness was through CMHC's direct mailing or direct receipt of the publication.(51.9%) Personal contacts, accounting for 22.2% of the source of awareness citations, were the second most common source followed by internal distribution lists, ICURR and the library. There is a worked absence of a strong role for library sources for either obtaining the documents or being made aware of the material. This is undoubtedly a function of the fact we have sampled from a free distribution list, a list of purchasers and those known to have contacted CMHC. Thus on these two questions we can anticipate that the responses should be biased to sources other than the library. The program managers may still wish to consider whether the librarys' role is still less than it should be given those caveats. A review of the publications' availability in libraries, the reference section's familiarity with this document and an examination of its circulation history may be in order.

3.3.5 Purpose of Use

EXHIBIT 3.3.5
Purpose of Use

Category	Percent
Design	7.7
Monitor	3.8
Impact	5.8
Compare	7.7
Admin	7.7
Demand	19.2
Supply	26.9
Academic	7.7
Supply/demand	9.6
Other	3.8
TOTAL	99.9

Exhibit 3.3.5 indicates the relative distribution of the classifications for the project work associated with the mapping publicatio. The most frequent category was supply analysis (26.9%) followed by 19.2% for demand analysis. The use of these tables for demand or supply modelling expands to over almost 50% when the dual supply/demand modelling category is included. As an aggregate, program related activities accounted for a one quarter of the project work but each individual category was less than or equivalent to academic or comparative analyses projects. Based on these results one can expect that market research is probably a large component of the work performed and that the supply and demand tables would be relied on heavily. These results may indicate that the non-market research applications of the product are relatively underdeveloped.

3.3.6 Market Research Applications

EXHIBIT 3.3.6
Market Research Applications

Percent Engaging In Various
Market Research Studies

Category	Percent
Market Size	28.8
Market Structure	36.5
Locate Holdings	75.0

The respondents were asked to indicate whether they used the mapping program for the following research application

- o establishing the market size
- o analysing the market structure
- o identifying and locating land developer's holdings.

As indicated in the Exhibit above, the mapping program was used in locating the holding of developers by an amazing 75% of the users survey. Thus the ownership tables may be expected to be the most important source of information in the publication.

3.3.7 Most Frequencly Used Information

EXHIBIT 3.3.7
Most Frequently Used Information

Category	Percent
Demand	6.1
Supply	28.6
Map	20.4
Infrastructure	8.2
Ownership	30.6
Characteristrics	6.1
TOTAL	100.0

Respondents were asked to indicate which data element in the publication they used the most frequently. This question not only served the purpose of providing information on use patterns but also was used to prescreen the respondents for the attitudinal questions. Respondents were asked to rate only the data element they used the most.

As expected based on the results the ownership tables and the land supply tables had the greatest amount of use (30.6% and 28.6% respectively). The next most frequently used data element was the map, cited by 20.4% of the users. Surprisingly, the land demand tables were not used frequently, the same being true for the infrastructure and characteristics tables. It would appear that although the publication is often used for demand studies the demand tables may not be the most used data element for this analysis. The low response rates to those three categories will not permit a detailed analysis of the subsequent additional rating for those individual elements.

3.3.8 Information Used

The previous question dealt with the most frequently used elements, the above table refers to if the data was ever used. This is also important to know since an element may not be most frequently used by an specific group but may be referred to by everyone at least once or twice. In this case, changing a data element used by everyone may have as profound an effect on the user population as changing the most frequently used data element.

EXHIBIT 3.3.8
Information Used

Percent of Respondents
Who Have Used Various
Data Element

Data Element	Percent
Demand	63.8
Supply	76.6
Map	89.8
Infrastructure	70.8
Ownership	69.4
Characteristics	66.0

Exhibit 3.3.8 shows the percentage of use for each data element. The map, while perhaps not the most frequently used element, may be the most integral component of the publication from the users perspective. Nearly 90% of the users had referred to the map at sometime. This is well above the corresponding figures for land supply (76.6%), Infrastructure (70.89) and ownership (69.4). The remaining data elements were used by a sizeable proportion of the respondants. Once again demand was the least frequently cited data element (63.8).

3.4 Program Characteristics

The perceived program characteristics are a valuable indicator of problem and exemplary attributes of the publication. To assess the public perceptions of the material a series of rating scales were devised to address the following areas:

Clarity
Detail
Currency
Data accuracy
Definitional/methodological accuracy

The possible scores ranged from 1 to 7 with 1 indicating extreme displeasure and 7 indicating extreme satisfaction. We would consider that a score of 5 to be the minimum level of adequacy --. A respondent who scores an item at 3 or less has failed the item on that dimension item. We would consider a score of 4, the neutral point, adequate since it indicates indifference, however it would be ratings of 3 or less which should be given the most consideration as an indicator of dissatisfaction. The results for each rating classification are presented below.

3.4.1 Clarity

EXHIBIT 3.4.1
Clarity

Category	Overall Percent	Supply	Map	Ownership
extremely unclear 1	0.0	0.0	0.0	0.0
2	4.5	0.0	20.0	0.0
3	11.4	9.1	10.1	6.7
4	11.4	18.2	10.1	6.7
5	31.8	27.3	50.0	20.0
6	29.5	27.3	10.0	46.7
extremely clear 7	11.4	18.2	0.0	20.0
average	5.0	5.3	4.2	5.7

The average score for the clarity ratings was 5.0, with 71.9% of the respondents rating the clarity of the material as being adequate or better. Only 11.4% were neutral on this topic and 15.9% were definitely unhappy with clarity. Overall clarity did not seem to be a major issue.

When these ratings were examined for each, there was considerable variability between data elements as one would expect with the small size in each category. There seems to be a indication that the map has clarity problems. The average score for the map was 4.2, a full point and one half over the ownership tables and nearly a point lower than the supply tables. When reviewing the comments provided during the interview, a number of respondents stated the scale of the maps were too small and other complained that they had difficulty cross-referencing the map with tables, this was particlarly true of those using the ownership tables. A few reported that the distinction between the map colours were not clear or there was too much background or information. While there were several good comments about the map itself, the pervasive nature of its use suggests that a re-examination of map-graphics and scale would be considered.

3.4.2 Level of Detail

EXHIBIT 3.4.2
Level of Detail

Category	Overall Percent	Supply	Map	Ownership
Extremely useless	0.0	0.0	0.0	0.0
2	6.7	8.3	0.0	0.0
3	8.9	8.3	0.0	6.7
4	13.3	16.7	0.0	20.0
5	35.6	33.3	60.0	20.0
6	24.4	16.7	30.0	40.0
Extremely useful 7	11.1	16.7	10.0	13.3
average	5.0	4.9	5.5	5.3

The average rating for the level of detail provided was 5.0, with 71.1% of the respondents rated the level of detail as being adequate or better. Thus overall the level of detail provided seemed satisfactory. When this was broken-down by the three main data elements, no dramatic differences were noted. The map was rated fairly highly and none of the users reported the detail as less than adequate. This corresponds to the comments noted on the questionnaire, in fact some complained that there was too much detail making the map difficult to use.

3.4.3 Timeliness

EXHIBIT 3.4.3
Timeliness

Category	Overall Percent	Supply	Map	Ownership
Extremely out-of-date 1	0.0	0.0	0.0	0.0
2	2.6	0.0	0.0	0.0
3	2.6	9.1	0.0	0.0
4	20.5	36.4	28.6	7.7
5	48.7	45.5	42.1	61.1
6	23.1	9.1	28.6	30.8
Extremely current 7	2.6	0.0	0.0	30.8
average	5.0	4.5	5.0	5.2

The average timeliness rating for the overall sample was 5.0, with 74.4% rating the timeliness as adequate or better. When this was broken down by the three data elements, the supply data was rated somewhat lower than the other categories. While not a clear indicator by itself, comments received suggested that the supply tables would be better if updated more frequently. Again this is not an urgent problem but some consideration might be given to providing more current and more frequent land supply information.

3.4.4 Data Accuracy

EXHIBIT 3.4.4
Data Accuracy

Category	Overall Percent	Supply	Map	Ownership
Extremely inaccurate 1	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0
3	4.9	0.0	10.0	0.0
4	19.5	8.3	30.0	9.1
5	36.6	66.7	20.0	27.3
6	34.1	16.7	40.0	63.6
Extremely accurate 7	4.9	8.3	0.0	0.0
average	5.1	5.3	4.9	5.5

The overall accuracy rating for the publication was 5.1. Since 75.6% of the respondent ruled the accuracy of the data as adequate or better, there is no perceived problems with accuracy overall.

Even when considering the accuracy rating for the three individual data elements, there were no substantive differences to comment on.

3.4.5 Definitional/Methodological Accuracy

EXHIBIT 3.4.5
Definitional/Methodological Accuracy

Category	Overall Percent	Supply	Map	Ownership
Extremely inaccurate 1	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0
3	7.3	8.3	11.1	6.7
4	17.1	16.7	11.1	26.7
5	48.8	33.3	55.6	60.0
6	22.0	33.3	122.2	6.7
Extremely accurate 7	4.9	8.3	0.0	0.0
average	5.0	5.2	4.9	4.7

The average accuracy rating for the definitions and methodology used in the publication was 5.0. Over 75% of the sample rated the definition and methodology as adequate or better. There were no substantive differences between the individual data elements.

3.4.6 Price Sensitivity

EXHIBIT 3.4.6
Price Sensitivity

Category	Percent
Strongly disagree 1	9.3
2	7.4
3	3.7
4	7.4
5	18.5
6	24.1
Strongly agree 7	29.6
TOTAL	100.0

Exhibit 3.4.6 shows the distribution of responses to the statement "Even at $30 per publication, the land mapping materials represent good value for the money." The majority of the users, 72.27%; felt that $30.00 was indeed a good value. Just over 20%, however disagreed while the remainder, 7.1% were neutral. This suggests that the current price is acceptable to most users and that a reasonable increase in price would be tolerated without discouraging extensive use of the product.

3.4.7 Other Users

The final question dealing with perceived program characteristics was whether the users felt that other people in positions similar to theirs would use the publication if they knew about it. It is encouraging to note that 94.3% of the users surveyed felt that other similar individuals would use this publication. This is another indicator that the users feel this publication is of value.

3.5 Suggested Changes

In an effort to obtain as much direction from the users as possible, a number of questions were asked which concerned specific changes to the nature or format of the publication. These were typically specific areas of interest to the program managers. In addition, a summary of the solicited commentaries from the users will be provided in the ensuing sections.

3.5.1 Frequency of Publication

EXHIBIT 3.5.1
Frequency of Publication

Category	Percent
Monthly	4.1
Quarterly	4.1
Semi-Annually	16.7
Annually	56.3
2 years	16.7
Other	2.1
TOTAL	100.0

When asked how frequently they would like to see the data they used most frequently availably, over half (56.3%) the respondents stated the annual format was the best. Equal proportions said it would be best every two years or semi-annually (16.7% for each). Only 4.1%

wanted monthly and the same percentage wanted it quarterly. As an additional note, those who answered this question for the supply tables were the only ones who stated the data would be best available on a monthly or quarterly basis. This adds further weight to the previous observation that users may want the supply data updated and available on a more frequent basis.

3.5.2 Expansion to Infill/Redevelopment Sites

EXHIBIT 3.5.2
Expansion to Infill/Redevelopment Sites

Category	Percent
Potential	32.0
Plans	8.0
Zoned	24.0
Other	36.0
TOTAL	100.0

Users were asked which option for expansion to infill/redevelopment sites would be most useful. As can be seen from the table above. The response is split between potential sites and sites which are zoned, with the potential classification maintaining a slight edge. Sites for which subdivision plans have been submitted or approved did not seem to be a viable option although many of the "other" category were these who wanted all three options.

3.5.3 Computerisation

On the question of whether the users would have preferred to have the information available on computer tape, 67.9% said they would not. Only 26.4% would prefer the computer tape option on just over 5% were indifferent. Clearly, computerisation of the database is not a priority with the users although there is a strong core of support for this action.

3.5.4 Comments

The following is an impressionist recounting of the comments on the overall program.

Most of the comments have already been discussed. Quite a few described problems with the map in terms of clarity and relating the information from table to the map. Also there was some desire to see the supply data updated more frequently. General comments ranged from "Waste of money" to "Very Valuable" with the latter being more common. While most users had some minor complaint with the publication most expressed overall satisfaction with the publication and a desire to see it continue. Almost all wished to continue receipt of the publication (if part of the distribution list) even if they felt some of their own data were more accurate. A reference to access to better data was a common occurrence when explaining why a certain data elements were not used. This comment referred not only to currency and accuracy but also the format -- e.g. their data was in a form specifically suited to their own application.

4.0 Conclusions and Recommendations

In this section we will attempt to distill some of the more significant findings from the study and translate these into some practical recommendations which might be considered by the program managers. We do so with the follow two caveats. First, the time frame and resources allocated to the study do not permit a detailed and judicious analysis of the data base. Secondly, the sample, although quasi-randomly derived, is not strictly representative of the population nor large enough to provide sufficient cases for some detailed analyses. Hence generalisations to the population of publication users are done with this important qualification.

Despite these qualifications, we believe that the study has been quite successful in its ability to provide practical feedback to CMHC regarding the performance and future direction of the program. The following list of conclusions and recommendations is a cursory one. Greater detail on most of these points is available within the main body of this report. Many of these suggestions imply further research which can be accomplished internally with the established data file.

Perhaps the most obvious conclusion derived from this exercise is that the present distribution and marketing system for the publication is inadequate. If we conceive of the role of marketing and distribution as providing an articulation and delivery of product to users then it is clear that something is wrong. Something in the neighborhood of 80% of all publications are delivered to recipients who do not use them. We have elaborated in some detail on the reasons cited by non-users for not using the publications. Yet they continue to receive these expensive publications under the present distribution system. Whereas some of the culpability for this work rests with the product itself, we suspect that a greater portion can be attributed to the delivery system. The following more specific recommendations follow from this conclusion.

- Non-users should be purged from the distribution list except in the case where other (e.g. political) considerations overide.

- o The resources saved from the radically reduced distribution list should be redirected to identifying new markets and establishing a more efficient delivery system.

- o Free publications lists should contain a monitoring loop and the use of a "sunset" mechanism. For example, these users might be asked to return a form to OMHC indicating a continued need for the publication and for a name of (other) new users.

- o A telephone-based system for updating the distribution list should be established and revised regularly (e.g. every year minimally).

- o A marketing brochure should be developed which summarizes the content, format and utility of the program. The potential market, once identified should receive this material. In a manner similar to magasines, which ask their existing readers to suggest new potential subscribers, the existing users might be asked to identify potential new users.

The second major conclusion one can derive from this exercise is that the program is basically sound in terms of the key dimensions of user satisfaction. Of those who use the program, the majority are quite satisfied with the clarity, detail, currency and accuracy, of the publications. Although there were some negative evaluations and criticisms received, these were in the minority. Furthermore these criticisms are to be expected given the variety of users and applications. Hence the program can be given good marks in terms of the actual publications themselves.

However, several more specific suggestions can be derived from the analysis of user satisfaction. Since these suggestions are by no means based on unanymous views, they should be critically evaluated.

- o The map was viewed as unclear by a majority of users. Based on some of the comments received, we suggest that the program designers might consider some of the following

(a) use more than 1 map since the large amount of information on the present map conveys a "busy" and confusing impression to some users.

(b) establish a clearer cross-referencing system for linking the map to other data elements in the publication.

(c) Consider using a larger scale.

(d) Perhaps experiment with different colour scheme.

- Program resources might be redistributed to provide a more frequent updating of the supply data in the publication. This is the only component of the publication which merits consideration in these terms.

- The characteristics, infrastructure and in particular demand data components of the publication are used much less than other components. They might be downgraded or even eliminated in favour of other efforts (e.g. more current and frequent supply data).

The third major conclusion is that we suspect that the market for the product is quite underdeveloped. The issue of marketing can be separated analytically (if not logistically) from the issue of distribution. It appears that there is a fairly narrow concentration of users within:

(a) certain levels of government (viz. municipal);

(b) certain types of occupations and disciplines (viz. planners geographers); and

(c) certain geographical centers.

- o The relative success of the publication in Ontario and Nova Scotia, contrasted with the relative failure in Quebec and Alberta, is of considerable significance. A more detailed, comparative analysis of the factors causing success/failure in these markets would be extremely useful.

- o The private sector market seems relatively underdeveloped. Perhaps an advertising program and refinement of the product might assist in expanding the private sector market (e.g. developers, consultants)

Finally, we suggest that there are many further important conclusions and recommendations which can be derived from a more detailed and sensitive analysis of the data. Given the relatively small sample size, critical evaluation of each user-case, by the program staff, is highly recommended. This should be coupled with a more sophisticated statistical analysis of the entire file. Implications for program revisions, marketing opportunities and further research will almost certainly emerge from this exercise.

APPENDIX A:
CONCEPTUAL INVENTORY

APPENDIX A
CONCEPTUAL INVENTORY

Prior to developing the survey instrument a conceptual inventory for this study was developed with appropriate categories. These concepts and categories are detailed below and summarized in Exhibit A1.

1.0 Organisational Characteristics

At an aggregate level, the respondent may be described along several key dimensions. This higher level distinction was necessary since the Corporation may wish to direct its product and services towards specific institutions/organizations rather than specific types of people. Two organizational concepts -- type and location were specified as outlined below.

1.1 Type

The type of organization will be an important descriptor/ predictor of the uses of and needs for the mapping program. The following subdivisions were proposed for the survey:

(i) Public

- o federal government: i) internal - CMHC (national office vs. local officer)
  ii) non - CMHC (departments)
- o provincial government (departments)
- o regional government (departments)
- o task forces/ad hoc committees
- o voluntary associations/ community associations/ citizen groups
- o other/residual categories

ii) Private

- o associations (e.g. HUDAC)
- o consulting firms
- o developers
- o realtors
- o non-profit institutes
- o other/residual categories

iii) Academic

- o universities, community colleges
- o other/residual categories

1.2 Location

To add further refinements to the organisational level information, location was added to the conceptual inventory. Location, apart from providing insights into the regional variances in usage of the materials, could also allow an analysis of distribution and availability patterns.

2.0 Individual User Characteristics

Conventionally, a user study should involve an analysis of the interrelationship between user characteristics and usage patterns and preferences. Selection of the concepts to be included depends upon the expectations of the research team about what factors may influence these patterns and preferences. After a careful review of the possible research concepts which could be included, three were selected -- (1) professional affiliation; (2) educational/disciplinary affiliation; (3) educational attainment. A brief description of the purpose and categories for these concepts is provided below.

2.1 Professional Affiliation

Insomuch as the type of organisation will influence the possible uses of the program so too will the professional affiliation of the user in the organisation. The sub-divisions for the professional affiliations were as follows:

- o planner
- o builder/construction
- o developer
- o realtor
- o engineer
- o administrator
- o researcher
- o appraiser/assessor
- o property manager
- o lawyer
- o surveyor
- o other/residual categories

2.2 Educational Attainment/Disciplinary Affiliation

In a similar manner, the educational orientation should also predispose individuals to use the program differently. Educational characteristics were conceptualised along two dimensions --

(i) attainment (e.g. years/degree) and (ii) discipline. Discipline was subdivided along the following categories:

- o urban planning/geography
- o Engineering
- o Architecture
- o Sociology
- o Psychology
- o Political Science
- o Public Administration
- o Business Administration
- o Commerce
- o Mathematics/Statistics
- o Other/residual category

3.0 Program Characteristics

The degree of articulation between stated user needs and the characteristics of the material available can provide important feedback to the management of the mapping program. We distilled the research concepts under this issue to six core elements -- content, format, timeliness, frequency, cost and accuracy. The rationale and descriptions for the categories within these concepts is provided below.

3.1 Content

The content concept can be sub-divided into two categories: the data scope and the geographic scope. The data scope refers to the level and amount of detail for any one mapping area while the geographic scope refers to the coverage of new urban areas, appropriateness of area methodology, etc.

3.2 Format

Format refers to the method and medium of the presentation. One can postulate that there is an appropriate mix of graphics, statistics and prose for the presentation of any given segment of the material. This can be partially assessed through an examination of reported satisfaction/dissatisfaction with the format. The desirability of direct computer access was explored.

3.3 Timeliness

The recency of the data will be of considerable interest to the user. Management may achieve the optimal balance between user need for up-to-date information and cost of production.

3.4 Frequency

Clearly linked to timeliness is the concept of frequency of publication. Requirements for differential frequency of updating and publication of reports may have implications for the format as well.

For example, if users schedule certain components of the mapping program material are required at more frequent intervals than others suggesting a separation of these elements with associated differing publishing schedules.

3.5 Cost

The costs factor was of interest to the mapping program managers. The consideration of the elasticity of demand relative of the value the current price represents.

3.6 Accuracy/Data Quality

This area would have been a particularly sensitive concept to operationalise. What will be straight-forward, however, was the data accuracy and quality <u>as perceived</u> by the mapping program users.

4.0 Current Usage Patterns

The ultimate uses of the product delivered were of prime interest in this survey. To analyse the issue of usage patterns five concepts were established -- publications, purpose, frequency/type of

use, source of information/awareness, and data elements. A brief description of these concepts and the associated tentative categories follows below.

4.1 Publication

This concept simply obtains an inventory of the publications acquired and used by the respondent. This information could also be used later to examine accessibility and distribution patterns.

4.2 Purpose

The mapping program materials provide the user with a rich data source and hence lend themselves to a multitude of applications. Four subdivisions were designed for this concept as listed below with their associated sub-categories:

Policy
- o program design
- o monitoring
- o impact assessment

Program Administration
- o program operations/administration
- o Staff training

Market Research
- o demand analysis/forecasting
- o supply analysis/forecasting
- o other implications

Academic Research
- o academic/pure research
- o comparative studies

The market research area was explained another way through direct questioning on the market research application the user may have had for the publication.

4.3 Frequency/Type of Use

The following frequency and type of use will provide the basic information on the nature of the product use. There were two main categories and their subdivisions are listed below.

Frequency

- o one time/ad hoc
- o regular

Type

- o purchased
- o borrowed
- o photocopy
- o library
- o unsolicited direct recipient
- o distribution list
- o other

Frequency would allow the later analysis to distinguish the extent and nature of the one time and regular usage. This could be used in forecasting the future demand and trends for the program output. Type has actually three subconcepts -- (i) the nature of the acquisition (e.g. free, photocopy, library/borrowed), (ii) the role of the user (i.e. direct recipient versus secondary recipient), and (iii) where in the distribution network s/he was located.

4.4 Source of Information/Awareness

In order to ensure the product will reach the intended market, information on the source of awareness was collected. Seven main sub-categories were employed -- the Inter-governmental Committee on Urban and Regional Research (ICURR), articles, personal contact, seminars, other reference digests, distribution list and a library source.

4.5 Data Elements

A non trivial consideration is to know what information in the publication is being used. This was approached in two ways -- users were asked to identify what component of the publication was used most frequently, and what components they had ever used.

5.0 User Feedback and Market Potential

There are virtually as many user feedback concepts as there are product characteristic/user satisfaction concepts. We conceive of these concepts as being linked in a parallel format. The user feedback refers to the respondent's perceived solution/action to any product characteristics which s/he noted as problematic. However, there are other areas where the concepts do not display this overlap. A concept which would apply in this area is that of the "like user". For example, a question was addresed to the user which probed whether people in positions similar to his/hers would use the service if they knew of it or if certain changes were made. Users were also asked whether they would like to have the information on computer tape and what types of infill areas they would like to see incorporated. An open-ended summary question regarding the data element most frequently used and the program overall were a prime source of user feedback.

EXHIBIT 2

Issues, Concepts and Categories Matrix

ISSUES	CONCEPTS	CATEGORIES
1. Targetting/Audience Composition	1.1 Organisation Characteristics	1.1.1 Type Public: o federal government - internal CMHC National vs. Regional o provincial government (departments) o regional/municipal governments (departments) o task forces/ad hoc committees o voluntary associations/ community associations/ citizen groups o other/residual categories Private: o associations o consulting firms o developers o realtors o non-profit institutes o other/residual categories Academic: o universities, community colleges o other/residual categories
		1.1.2 Location o provincial/city location

ISSUES	CONCEPTS	CATEGORIES
	1.2 Individual User Characteristics	1.2.1 Professional Affiliation o planner o builder/construction o developer o realtor o engineer o administrator o researcher o appraiser/assessor o property manager o lawyer o surveyor o other/residual categories 1.2.2 Educational Attainment/Disciplinary Affiliation o attainment (years/degree) o disciplinary affiliation - urban planning/geography - engineering - architecture - sociology - psychology - political science - public administration - business administration - commerce - mathematics/statistics - other/residual category

ISSUES	CONCEPTS	CATEGORIES
2. Relationship of Product Characteristics to User Satisfaction	2.1 Content	2.1.1 Data Scope o rating detail
		2.1.2 Geographic Scope o new infill areas o appropriateness of methodology
	2.2 Format	2.2.1 Composition
		2.2.2 Medium o status quo o computerisation/direct computer access
	2.3 Timeliness	2.3.1 Recency
	2.4 Frequency	2.4.1 Regularity
	2.5 Cost	2.5.1 Price Elasticity
		2.5.2 New Services
	2.6 Accuracy/Data Quality	2.6.1 Perceived Data Quality

ISSUES	CONCEPTS	CATEGORIES
3. Current Usage Patterns	3.1 Publication(s)	3.1.1 Document Number
	3.2 Purpose	3.2.1 Policy o program design o monitoring o impact assessment
		3.2.2 Program Administration o program operations/administrations o Staff training
		3.2.3 Market Research o demand analysis/forecasting o supply analysis/forecasting
		3.3.4 Other Applications o academic/pure research o comparative studies
	3.3 Frequency/Type of Use	3.3.1 Frequency o one time/ad hoc o regular
		3.3.2 Type o purchased o borrowed o photocopy o library o unsolicited direct recipient o distribution list o other

ISSUES	CONCEPTS	CATEGORIES
	3.4 Source of Information/ Awareness	3.4.1 Source o seminars o library source o ICURR o other reference digests o articles o personal contact
	3.5 Data Elements	3.5.1 Data Element Most Frequently Used
		3.5.2 Data Elements Nevery Used
4. Potential Program Revisions	4.1 Improvements	4.1.1 Suggestions Based on User Satisfaction Questions o content o format o timeliness o frequency o cost o accuracy/data quality
		4.1.2 "Like Person"
		4.1.3 Computerization
		4.1.4 Overall Commentaruy

APPENDIX B:
ENGLISH/FRENCH INSTRUMENTS

1982 MAPPING PROGRAM USER SURVEY

I.D. Number ⌊_⌋⌊_⌋⌊_⌋⌊_⌋

Contact _____

Title _____

City _____ ⌊_⌋⌊_⌋

Province _____ ⌊_⌋⌊_⌋

Telephone Number _____

Organization Type ⌊_⌋⌊_⌋

Respondent Code ⌊_⌋

Bonjour/Soir
Good-day/Evening (Determine preferred language)

My name is _____ and I am calling on behalf of the Canada Mortgage and Housing Corporation. Your name was selected from a list of inquiries and recipients of the Land and Infrastructure Mapping Program publications to participate in a brief interview about the program.

1. Do you recall having seen or having been sent this publication?

Yes	1
Recalled with prompts	2
Referred to someone else	3
No	4
Publication not received	5
Respondent not available	6
Respondent no longer employed	7
Disconnected/No number found	8
No answer	9
Other (specify) _____	10

⌊_⌋⌊_⌋

→ THANK YOU/MERCI. (Terminate interview.)

2. Who in your organization was responsible for selecting this publication?

Respondent	1
Other	2
→ Title _____	
Don't Know/No Response	9

⌊_⌋

3. How often in the past have you personally used the mapping publications?

(Enter Number of Times) ..... ⌊__⌋

Did not use 00
Don't Know/No Response 99

→ (If used at least once, go to question 6.)

4. Did you not use this publication because you personally had no use for it or because the nature or format of the content was not suitable?

No use for it ..... 1 ⌊__⌋
Material not suitable 2
→ Comments _____
_____
_____

Other _____
_____
_____ 3

Don't Know/No Response 9

5. Do you wish to continue receiving this publication directly or would you prefer to have it sent to one of your colleagues?

Continue receipt ..... 1 ⌊__⌋
Send to colleague 2
Indifferent 3
Stop sending 4

→ Name _____
Title _____

THANK YOU/MERCI (Terminate interview.)

6. Can you name two other individuals who use this publication most?

Name _____
Title _____

No other users ..... 8 ⌊__⌋
Don't Know/No Response 9

Name _____
Title _____

No other users ..... 8 ⌊__⌋
Don't Know/No Response 9

(ASK ONLY OF USERS)

7. How many different mapping publications have you personally used in the past?

(Enter Number) ..... ⌊_⌋⌊_⌋

Don't Know/No Response 99

8. Which (number from above - three maximum) mapping publications did you use most frequently in the past?

City _____
Year _____
and/or
Publication Number ⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋

City _____
Year _____
and/or
Publication Number ⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋

City _____
Year _____
and/or
Publication Number ⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋⌊_⌋

9. How did you obtain this document?

(Read only if prompt required)

Purchased	1
Borrowed from friend/colleague	2
Photocopy	3
Library	4
Unsolicited direct receipt	5
Distribution list	6
Other (specify) _____	7
Don't Know/No Response	9

⌊_⌋

10. How did you become aware of the publication?

(Read only if prompt required)

Article	1
Personal contact	2
Seminar/conference	3
ICURR	4
Other reference digest	5
Distribution list	6
Library source	7
Other	8
Don't Know/No Response	9

└┘

11. What was the main purpose or application of the project that the publication were used for?

(a) (Write description)

_____

_____

_____

(b) Would you classify this project or application as...

(Prompt if necessary)

Program design	1
Program monitoring	2
Impact assessment	3
Comparative studies	4
Program operations/administration	5
Staff training	6
Demand analysis/forecasting	7
Supply analysis/forecasting	8
Academic/pure research	9
Don't Know/No Response	99

└┴┘

12. Have you ever used the mapping program for the following market research applications?

(a) Estimating market size

Yes	1
No	2
Never use market research	3
Don't Know/No Response	9

(b) Analysing market structure

Yes	1
No	2
Never use market research	3
Don't Know/No Response	9

(c) Identifying and locating other land developer's holdings

Yes	1
No	2
Never use market research	3
Don't Know/No Response	9

(Do Not Read)

(d) Other (specify) _____

_____

13. What information in the mapping publication did you use the most?

(Read only if prompt required)

Residential Land Demand Table	1
Potential Land Supply Table	2
Colour coded Land Infrastructure Map	3
Infrastructure Tables	4
Land Ownership Tables	5
Land Supply Characteristics Tables	6
Don't Know/No Response	9

→(Go to question 19)

→(Go to question 18)

→(Go to question 17)

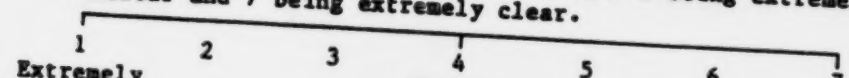
→(Go to question 16)

→(Go to question 15)

→(Go to question 14)

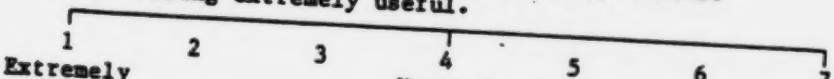
14. For the Residential Land Demand Table how would you rate ....

(a) The clarity of the presentation and description of the table (e.g. information desired is simple to understand and extract) on a scale of 1 to 7, with 1 being extremely unclear and 7 being extremely clear.



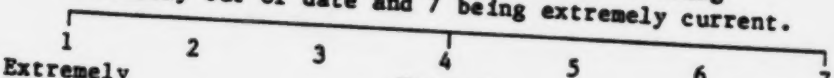
1 Extremely Unclear — 4 Neutral — 7 Extremely Clear — 9 Don't Know/ No Response ☐

(b) The level of detail provided (e.g. the level of aggregation was small enough to be useful) on a scale of 1 to 7, with 1 being extremely useless and 7 being extremely useful.



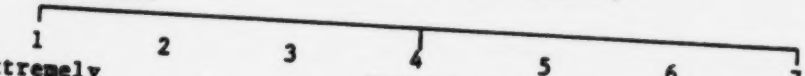
1 Extremely Useless — 4 Neutral — 7 Extremely Useful — 9 Don't Know/ No Response ☐

(c) The currency of the data (e.g. the data was not out of date) on a scale of 1 to 7, with 1 being extremely out of date and 7 being extremely current.



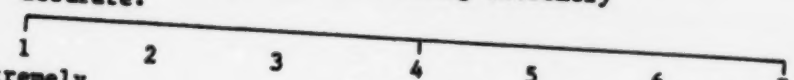
1 Extremely Out of Date — 4 Neutral — 7 Extremely Current — 9 Don't Know/ No Response ☐

(d) The accuracy of the data used (e.g. the reliability of the data used to create the tables) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.



1 Extremely Inaccurate — 4 Neutral — 7 Extremely Accurate — 9 Don't Know/ No Response ☐

(e) The accuracy and utility of the definitions and the methodology used (e.g. the accuracy of the forecasts) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.



1 Extremely Inaccurate — 4 Neutral — 7 Extremely Accurate — 9 Don't Know/ No Response ☐

(f) Would this data be best if it were available...

	Monthly	1
	Quarterly	2
	Semi-annually	3
	Annually	4
	Every two years	5
(Don't Read)	Other _____	6
	Don't Know/No Response	9

☐

(g) Any comments on the table in general? _____

_____

_____

15. For the Potential Land Supply Tables how would you rate....

(a) The clarity of the presentation and description of the tables (e.g. information desired is simple to understand and extract) on a scale of 1 to 7, with 1 being extremely unclear and 7 being extremely clear.

1	2	3	4	5	6	7	9
Extremely Unclear			Neutral			Extremely Clear	Don't Know/ No Response

(b) The level of detail provided (e.g. the 1 year and 2-3 year time periods used on a scale of 1 to 7, with 1 being extremely useless and 7 being extremely useful.

1	2	3	4	5	6	7	9
Extremely Useless			Neutral			Extremely Useful	Don't Know/ No Response

(c) The currency of the data (e.g. the data was not out of date) on a scale of 1 to 7, with 1 being extremely out of date and 7 being extremely current.

1	2	3	4	5	6	7	9
Extremely Our of Date			Neutral			Extremely Current	Don't Know/ No Response

(d) The accuracy of the data used (e.g. the reliability of the data used to create the tables) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.

1	2	3	4	5	6	7	9
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response

(e) The accuracy and utility of the definitions and the methodology used (e.g. the accuracy of the forecasts) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.

1	2	3	4	5	6	7	9
Extremely inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response

(f) Would this data be best if it were available ...

	Monthly	1
	Quarterly	2
	Semi-annually	3
	Annually	4
	Every two years	5
(Don't Read)	Other _____	6
	Don't Know/No Response	9

(g) Any comments on these tables in general? _____

16. For the colour coded Land Infrastructure Map how would you rate ...

(a) The clarity of the presentation, reproduction quality and description of the map (e.g. information desired is simple to understand and extract) on a scale of 1 to 7, with 1 being extremely unclear and 7 being extremely clear. ⌴

1	2	3	4	5	6	7	9
Extremely Unclear			Neutral			Extremely Clear	Don't Know/ No Response

(b) The level of detail provided (e.g. the size of parcel and the scale presented were useful) on a scale of 1 to 7, with 1 being extremely useless and 7 being extremely useful. ⌴

1	2	3	4	5	6	7	9
Extremely Useless			Neutral			Extremely Useful	Don't Know/ No Response

(c) The currency of the data (e.g. the data was not out of date) on a scale of 1 to 7, with 1 being extremely out of date and 7 being extremely current. ⌴

1	2	3	4	5	6	7	9
Extremely Out of Date			Neutral			Extremely Current	Don't Know/ No Response

(d) The accuracy of the information plotted on the map (e.g. the reliability of the data used to create the map) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate. ⌴

1	2	3	4	5	6	7	9
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response

(e) The accuracy and utility of the definitions and the methodology used (e.g. the classifications on the map legend were useful and valid, data manipulations were reasonable and accurate) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate. ⌴

1	2	3	4	5	6	7	9
Extremely Innacurate			Neutral			Extremely Accurate	Don't Know/ No Response

(f) Would this data be best if it were available .....

	Monthly	1
	Quarterly	2
	Semi-annually	3
	Annually	4
	Every two years	5
(Don't Read)	Other _____	6
	Don't Know/No Response	9

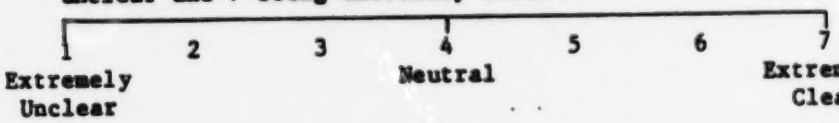
⌴

(g) Any comments on the map in general?

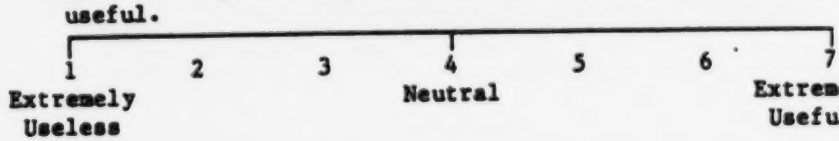
_____

17. For the Infrastructure Tables how would you rate ....

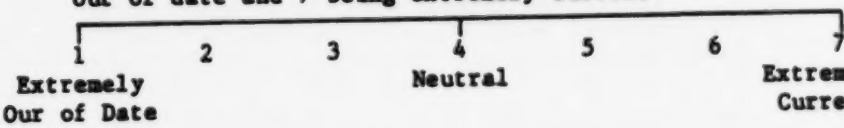
(a) The clarity of the presentation and description of the tables (e.g. information desired is simple to understand and extract) on a scale of 1 to 7, with 1 being extremely unclear and 7 being extremely clear.



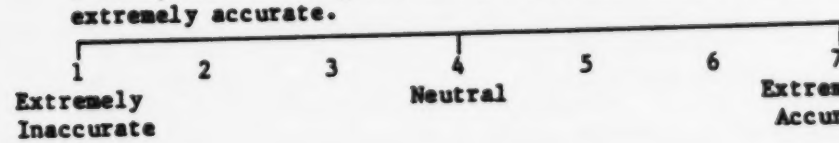
(b) The level of detail provided (e.g. enough information about pipes and treatment plants) on a scale of 1 to 7, with 1 being extremely useless and 7 being extremely useful.



(c) The currency of the data (e.g. the data was not out of date) on a scale of 1 to 7, with 1 being extremely out of date and 7 being extremely current.



(d) The accuracy of the data used (e.g. the reliability of the data used to create the tables) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.



(e) The accuracy and utility of the definitions and the methodology used on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.

(i) of the definitions used to quantify piped services (e.g. sewer on site, water near site)

1	2	3	4	5	6	7	9	
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response	⌊⌋

(ii) for the subdivision planning information used (e.g. growth areas; subdivision plan submitted)

1	2	3	4	5	6	7	9	
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response	⌊⌋

(f) Would this data be best if it were available ...

	Monthly	1
	Quarterly	2
	Semi-annually	3
	Annually	4
	Every two years	5
(Don't Read)	Other _____	6
	Don't Know/No Response	9

⌊⌋

(g) Any comments on these tables in general?

_____

_____

_____

18. For the Land Ownership Tables how would you rate .....

(a) The clarity of the presentation and description of the tables (e.g. information desired is simple to understand and extract) on a scale of 1 to 7, with 1 being extremely unclear and 7 being extremely clear.

1	2	3	4	5	6	7	9
Extremely Unclear			Neutral			Extremely Clear	Don't Know/ No Response

(b) The level of detail provided (e.g. the level of aggregation was small enough to be useful) on a scale of 1 to 7, with 1 being extremely useless and 7 being extremely useful.

1	2	3	4	5	6	7	9
Extremely Useless			Neutral			Extremely Useful	Don't Know/ No Response

(c) The currency of the data (e.g. the data was not out of date) on a scale of 1 to 7, with 1 being extremely out of date and 7 being extremely current.

1	2	3	4	5	6	7	9
Extremely Out of Date			Neutral			Extremely Current	Don't Know/ No Response

(d) The accuracy of the data used (e.g. the reliability of the data used to create the tables) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.

1	2	3	4	5	6	7	9
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response

(e) The accuracy and utility of the definitions and the methodology used (e.g. the classifications were useful and valid, private, public developable, and public undevelopable were reasonable and accurate) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.

1	2	3	4	5	6	7	9
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response

(f) Would this data be best if it were available ...

	Monthly	1
	Quarterly	2
	Semi-annually	3
	Annually	4
	Every two years	5
(Don't Read)	Other _____	6
	Don't Know/No Response	9

(g) Any comments on these tables in general? _____

19. For the Land Supply Characteristics Tables how would you rate ....

(a) The clarity of the presentation and description of the tables (e.g. information desired is simple to understand and extract) on a scale of 1 to 7, with 1 being extremely unclear and 7 being extremely clear.

1	2	3	4	5	6	7	9	
Extremely Unclear			Neutral			Extremely Clear	Don't Know/ No Response	⌊⌋

(b) The level of detail provided (e.g. the level of aggregation was small enough to be useful) on a scale of 1 to 7, with 1 being extremely useless and 7 being extremely useful.

1	2	3	4	5	6	7	9	
Extremely Useless			Neutral			Extremely Useful	Don't Know/ No Response	⌊⌋

(c) The currency of the data (e.g. the data was not out of date) on a scale of 1 to 7, with 1 being extremely out of data and 7 being extremely current.

1	2	3	4	5	6	7	9	
Extremely Out of Date			Neutral			Extremely Current	Don't Know/ No Response	⌊⌋

(d) The accuracy of the data used (e.g. the reliability of the data used to create the tables) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.

1	2	3	4	5	6	7	9	
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response	⌊⌋

(e) The accuracy and utility of the definitions and the methodology used (e.g. the classifications were useful and valid, data manipulations were reasonable and accurate) on a scale of 1 to 7, with 1 being extremely inaccurate and 7 being extremely accurate.

1	2	3	4	5	6	7	9	
Extremely Inaccurate			Neutral			Extremely Accurate	Don't Know/ No Response	⌊⌋

(f) Would this data be best if it were available ...

	Monthly	1
	Quarterly	2
	Semi-annually	3
	Annually	4
	Every two years	5
(Don't Read)	Other _____	6
	Don't Know/No Response	9

⌊⌋

(g) Any comments on these tables in general?_____

_____

_____

20. Do you think that other people in positions similar to yours would use this publication if they knew about it?

Yes 1
No 2
Don't Know/No Response 9

21. If the mapping program were expanded to include infill or redevelopment sites within the urban core, which inclusions would be the most useful to you?

Large vacant sites which have potential for residential development 1

Large vacant sites for which development plans have been submitted or approved 2

Large vacant sites which are zoned for residential uses 3

(Don't Read) Other (specify) _____ 4

Don't Know/No Response 9

22. Would you have preferred to have the information provided in the publication available on a computer tape?

Yes 1
No 2
Both formats necessary 3
No preference 4
Don't Know/No Response 9

23. On a scale of 1 to 7, with 1 being strongly disagree and 7 being strongly agree, rate your response to the following statement. "Even at $30 per publication, the land mapping materials represent good value for money."

1 Strongly Disagree — 2 — 3 — 4 Neutral — 5 — 6 — 7 Strongly Agree

9 Don't Know/ No Response

24. Have you ever used any of the following sections of the mapping publications:

Residential Land Demand Table? ⌊⌋

Yes	1
No	2
Don't Know/No Response	9

Potential Land Supply Table? ⌊⌋

Yes	1
No	2
Don't Know/No Response	9

Colour Coded Land Infrastructure Map? ⌊⌋

Yes	1
No	2
Don't Know/No Response	9

Infrastructure Tables? ⌊⌋

Yes	1
No	2
Don't Know/No Response	9

Land Ownership Tables? ⌊⌋

Yes	1
No	2
Don't Know/No Response	9

Land Supply Characteristics Tables? ⌊⌋

Yes	1
No	2
Don't Know/No Response	9

25. Did you not use this material because you had no use for it or because the nature or format of the content was not suitable?

No use for it	1
Material not suitable	2

→ Comments _____

_____

_____ ⌊⌋

Other _____

_____

_____ 3

Don't Know/No Response 9

26. Do you have any comments about the mapping program as a publication as a whole?

_____

_____

_____

And now, I would like to ask you a couple of questions about yourself.

27. Could you tell me what your professional or occupational classification would be.

Planner	1
Builder/construction	2
Developer	3
Realtor	4
Engineer	5
Administrator	6
Researcher	7
Appraiser/Assessor	8
Property Manager	9
Lawyer	10
Surveyor	11
Other (specify) _____	12
Don't Know/No Response	99

28. What is the highest level of formal education which you have achieved?

Primary School (Enter grade)	___
High School (Enter grade)	___
Some Community College	14
Some University	15
Community College Graduate	16
University Graduate	17
Post Graduate	18
Don't Know/No Response	99

29. What discipline did you specialise in?

Urban planning/geography	1
Engineering	2
Architecture	3
Sociology	4
Psychology	5
Political Science	6
Public Administration	7
Business Administration	8
Commerce	9
Mathematics/Statistics	10
Other (specify) _____	11
Don't Know/No Response	99

Thank you for your assistance. The 1982 update to the Land Mapping and Infrastructure is in progress and should be available soon.

ETUDE DES USAGERS DU PROGRAMME DE
RELEVE DES TERRAINS ET INFRASTRUCTURE - 1982

Numéro d'id. ⌊_⌋

Contact _____

Titre _____

Ville _____ ⌊_⌋

Province _____ ⌊_⌋

Téléphone _____

Genre d'entreprise ⌊_⌋

Cote du sujet ⌊_⌋

Bonjour/Bonsoir
Good-day/Evening (Déterminer la langue préférée)

Mon nom est _____ et je représente la Société canadienne d'hypothèques et de logement. Votre nom a été choisi d'une liste de demande de renseignements et de destinataires des publications du Programme de relevé des terrains et infrastructure, pour participer à une brève entrevue au sujet du Programme.

1. Vous souvenez-vous d'avoir vu ou avoir reçu cette publication?

Oui	1
Rappelé par indice	2
Référée à une autre personne	3
Non	4
N'a pas reçu la publication	5
Sujet n'est pas libre	6
Sujet n'est plus employé	7
Discontinué/aucun numéro	8
Pas de réponse	9
Autre (préciser)_____	
_____	10

⌊_⌋

→MERCI/THANK YOU. (Mettre fin à l'entrevue)

2. Dans votre entreprise, qui a choisi cette publication?

Sujet	1
Autre	2
→Titre _____	⌊_⌋
Ne sait pas/pas de réponse	9

3. Dans le passé, combien de fois avez-vous personnellement utilisé cette publication?

(Noter le nombre de fois) ..... ⌊__⌋

Ne l'a pas utlisé 00
Ne sait pas/pas de réponse 99

→(Si utlisée au moins une fois, passer à la question 6.)

4. Est-ce que vous n'avez pas utilisé cette publication parce que personnellement elle ne répondait pas à vos besoins où parce que la nature et la forme de son contenu n'était pas propice?

⌊__⌋

Ne répondait pas au besoin 1
Contenu pas propice 2
→Commentaires _____
_____
_____

Autres _____
_____
_____ 3

Ne sait pas/pas de réponse 9

5. Aimez-vous recevoir cette publication vous-même ou préfériez-vous qu'elle soit envoyeé à un de vos collègues?

⌊__⌋

La recevoir personnellement 1
Envoyée à un collègue 2
Indifférent 3
Cesser de l'envoyer 4

→Nom _____
Titre _____

MERCI/THANK YOU (Mettre fin à l'entrevue)

6. Pouvez-vous nous nommer deux personnes qui se servent souvent de cette publication?

Nom _____
Titre _____

Aucun autre usager ..... 8 ⌊__⌋
Ne sait pas/pas de réponse 9

Nom _____
Titre _____

Aucun autre usager..... 8 ⌊__⌋
Ne sait pas/pas de réponse 9

(DEMANDER AUX USAGERS SEULEMENT)

7. Combien de publications différentes du Programme de relevé des terrains et d'infrastructure avez vous personnellement utlisées dans le passé? └┴┘

(Noter le nombre) ..... ___

Ne sait pas/pas de réponse 99

8. Lesquelles de ces publications (référées ci-haut-maximum de trois) vous êtes vous servi le plus souvent dans le passé?

Ville _____
Année _____
et/ou
No de publication └┴┴┴┴┴┴┴┴┘

Ville _____
Année _____
et/ou
No de publication └┴┴┴┴┴┴┴┴┘

Ville _____
Année _____
et/ou
No de publication └┴┴┴┴┴┴┴┴┘

9. Comment avez-vous obtenu ce document?

(Lire si assistance est requise)

Achat	1
Emprunté d'un ami/collègue	2
Photocopie	3
Bibliothèque	4
Reçu directement sans l'avoir demandé	5
Liste de distribution	6
Autre (spécifier) _____	7
Ne sait pas/pas de réponse	9

└┘

10. Comment avez-vous pris connaissance de la publication?

(Lire si assistance est requise)

Article	1
Contact personnel/connaissance	2
Séminaire/conférence	3
CIRUR (ICURR)	4
Ouvrage de référence	5
Liste de distribution	6
Bibliothèque	7
Autre	8
Ne sais pas/pas de réponse	9

11. Quel était le but ou l'application principale du projet pour lequel cette publication a été utlilisée?

(a) (Décrire)

_____

_____

_____

(b) Comment classifiez-vous ce projet ou cette application ...

(Lire si assistance requise)

Elaboration de programme	1
Direction de programme	2
Evaluation d'impact	3
Etudes comparatives	4
Opérations/administration de programme	5
Formation du personnel	6
Analyses et prévisions de la demande du marché	7
Analyses et prévisions de la mise en marché	8
Recherce académique	9
Ne sait pas/pas de réponse	99

12. Avez-vous déjà utilisé le programme de relevé des terrains et infrastructure dans une étude du marché du terrain ayant les applications suivantes?

(a) Evaluer l'importance de ce marché

Oui	1	⌊⌋
Non	2	
N'utilise jamais l'étude du marché	3	
Ne sait pas/pas de réponse	9	

(b) Analyser la structure de ce marché

Oui	1	⌊⌋
Non	2	
N'utilise jamais l'étude du marché	3	
Ne sait pas/pas de réponse	9	

(c) Identifier et situer les avoirs en terrains des autres promoteurs

Oui	1	⌊⌋
Non	2	
N'utilise jamais l'étude du marché	3	
Ne sait pas/pas de réponse	9	

(Ne pas lire)

(d) Autre (préciser) _____

_____

13. Dans les publications du Programme de relevé des terrains et infrastructure, quels renseignements avez-vous utilisés le plus souvent?

(Lire, si requis)

Tableau de demande en terrains	1	
Tableaux de disponibilité des terrains	2	⌊⌋
Carte des terrains et infrasturcture marquée selon le code des couleurs	3	
Tableaux d'infrastructure	4	
Tableaux des propriétaires	5	
Tableaux des caractéristiques des terrains disponibles	6	
Ne sait pas/pas de réponse	9	

→ (Passer à la question 19)

→ (Passer à la question 18)

→ (Passer à la question 17)

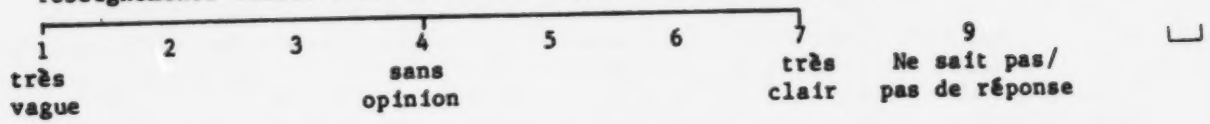
→ (Passer à la question 16)

→ (Passer à la question 15)

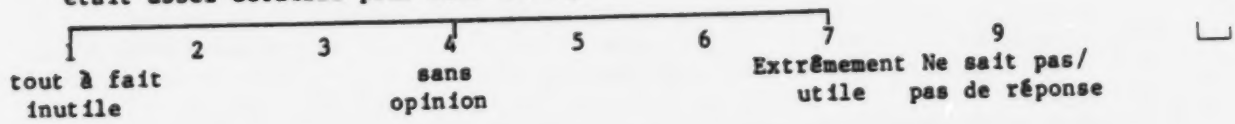
→ (Passer à la question 14)

14. En ce qui concerne le tableau de demande en terrain, évaluez, d'après une échelle de 1 à 7,

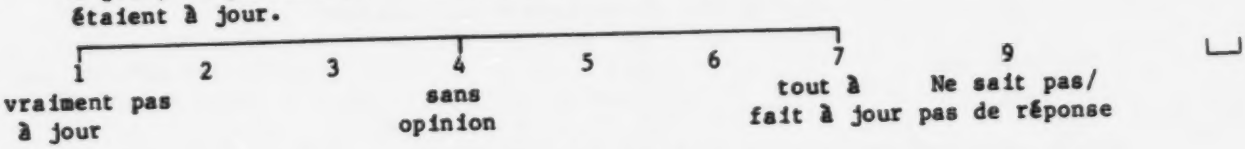
(a) où 1 indique très vague et 7, très clair, la clarté de la présentation et description du tableau (e.i. les renseignements voulus sont faciles à comprendre et à retirer)



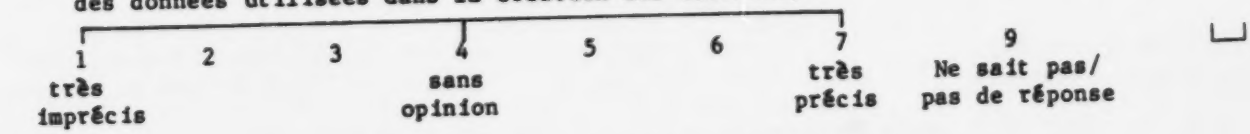
(b) où 1 indique tout à fait inutile et 7, extrêmement utile, le niveau de détail fourni (e.i. le groupement était assez détaillé pour être utile)



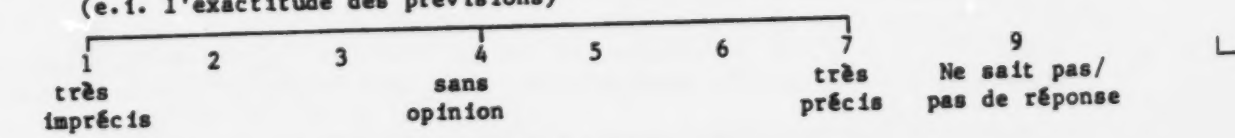
(c) où 1 indique vraiment pas à jour et 7, tout à fait à jour, la pertinence des données (e.i. les données étaient à jour.



(d) où 1 indique très imprécis et 7, très précis, l'exactitude des données utilisées (e.i. la fiabilité des données utilisées dans la création des tableaux)



(e) où 1 indique très imprécis et 7, très précis, l'exactitude et l'utilité des définitions et de la méthodologie (e.i. l'exactitude des prévisions)



(f) Serait-il préférable que ces données vous soient disponibles

	à tous les mois	1
	à tous les 3 mois.....	2
	à tous les 6 mois.....	3
	à tous les ans.....	4
	à tous les 2 ans.....	5
(Ne pas lire)	Autre _____	6
	Ne sait pas/pas de réponse	9

(g) Avez-vous des commentaires sur le tableau en général? _____

15. En ce qui concerne les tableaux de disponibilité des terrains évaluez d'après une échelle de 1 à 7

(a) où 1 indique très vague et 7, très clair, la clarté de la présentation et description des tableaux (e.i. les renseignements voulus sont faciles à comprendre et à retirer)

1	2	3	4	5	6	7	9	⌊⌋
très vague			sans opinion			très clair	Ne sait pas/ pas de réponse	

(b) où 1 indique tout à fait inutile et 7 extrêmement utile, le niveau de détail fourni (e.i. les périodes d'un an et 2-3 ans)

1	2	3	4	5	6	7	9	⌊⌋
tour à fait inutile			sans opinion			extrêment utile	Ne sait pas/ pas de réponse	

(c) où 1 indique vraiment pas à jour et 7, tout a fait à jour, la pertinence des données (e.i. les données étaient à jour)

1	2	3	4	5	6	7	9	⌊⌋
vraiment pas à jour			sans opinion			tout à fait à jour	Ne sait pas/ pas de réponse	

(d) où 1 indique très imprécis et 7, très précis, l'exactitude des données utilisées (e.i. la fiabilité des données utilisées dans la création des tableaux)

1	2	3	4	5	6	7	9	⌊⌋
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	

(e) où 1 indique très imprécis et 7, très précis, l'exactitude et l'utilité des définitions et de la méthodologie (e.i. l'exactitude des prévisions)

1	2	3	4	5	6	7	9	⌊⌋
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	

(f) Serait-il préférable que ces données vous soient disponibles

	à tous les mois	1
	à tous les 3 mois.....	2
	à tous les 6 mois.....	3
	à tous les ans	4
	à tous 2 ans	5
(Ne pas lire)	Autre _____	6
	Ne sait pas/pas de réponse	9

(g) Avez-vous des commentaires sur les tableau en général? _____

_____

_____

16. En ce qui concernes les cartes des terrains et infrastructure marquée selon le code des couleurs, évaluez d'après une échelle de 1 à 7,

(a) où 1 indique très vague et 7, très clair, la clarté de la présentation, de la description et de la qualité de la reproduction de la carte (e.i. les renseignements voulus sont faciles à comprendre et à retirer)

1	2	3	4	5	6	7	9	⌊⌋
très vague			sans opinion			très clair	Ne sait pas/ pas de réponse	

(b) où 1 indique tout à fait inutile et 7, extrêmement utile, le niveau de détail fourni (e.i. la grandeur des parcelles de terrain et de l'échelle utilisée étaient utiles)

1	2	3	4	5	6	7	9	⌊⌋
tout à fait inutile			sans opinion			extremement utile	Ne sait pas/ pas de réponse	

(c) où 1 indique vraiment pas à jour et 7, tout à fait à jour, la pertinence des données (e.i. les données étaient à jour)

1	2	3	4	5	6	7	9	⌊⌋
vraiment pas à jour			sans opinion			tout à fait à jour	Ne sait pas/ pas de réponse	

(d) où 1 indique très imprécis et 7, très précis, l'exactitude des renseignements placés sur la carte (e.i. la fiabilité des données utilisées dans la création de la carte)

1	2	3	4	5	6	7	9	⌊⌋
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	

(e) où 1 indique très imprécis et 7, très précis l'exactitude et l'utilité des définitions et de la méthodologie (e.i. les éléments de la légende étaient utiles et valables).

1	2	3	4	5	6	7	9	⌊⌋
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	

(f) Serait-il préférable que ces données vous soient disponibles

	à tous les mois	1
	à tous les 3 mois	2
	à tous les 6 mois	3
	a tous les ans	4
	a tous les 2 ans	5
(Ne pas lire)	Autre _____	6
	Ne sait pas/pas de réponse	9

⌊⌋

(g) Avez-vous des commentaires sur la carte en général? _____

_____

_____

17. En ce qui concerne les tableaux d'infrastructure évaluez d'après une échelle de 1 à 7,

(a) où 1 indique très vague et 7, très clair, la clarté de la présentation et de la description des tableaux (e.i. les renseignements voulus sont faciles à comprendre et à retirer)

1	2	3	4	5	6	7	9	
très vague			sans opinion			très clair	Ne sait pas/ pas de réponse	⌊⌋

(b) où 1 indique tout à fait inutile et 7, extrêmement utile, le niveau de détail fourni (e.i. il y a assez de de renseignements sur les services d'égouts et d'aqueducs et les usines de traitement)

1	2	3	4	5	6	7	9	
tout à fait inutile			sans opinion			extrêmemet utile	Ne sait pas/ pas de réponse	⌊⌋

(c) où 1 indique vraiment pas à jour et 7, tout à fait à jour, la pertinence des données (e.i. les données étaient à jour)

1	2	3	4	5	6	7	9	
vraiment pas à jour			sans opinion			tout à fait à jour	Ne sait pas/ pas de réponse	⌊⌋

(d) où 1 indique très imprécis et 7, très précis, l'exactitude des données utilisées (e.i. la fiabilité des données utilisées dans la création des tableaux)

1	2	3	4	5	6	7	9	
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	⌊⌋

(e) où 1 indique très imprécis et 7, très précis, l'exactitude et utilité des définitions et de la méthodologie

(i) des définitions utilisées pour quantifier les services d'aqueducs (e.i. les égoûts sur place, eaux avoisinantes)

1	2	3	4	5	6	7	9	
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	⌊⌋

(ii) pour les renseignements utilisés dans la planification des subdivisions (e.i. zones de croissance, projet de subdivision soumis)

1	2	3	4	5	6	7	9	
très précis			sans opinion			très précis	Ne sait pas/ pas de réponse	⌊⌋

(f) Serait-il préférable que ces données vous soient disponibles

	à tous les mois	1
	à tous les 3 mois	2
	à tous les 6 mois.....	3
	à tous les ans	4
	à tous les 2 ans	5
(Ne pas lire)	Autre _____	6
	Ne sait pas/pas de réponse	9

⌊⌋

(g) Avez-vous des commentaires sur le tableau en général?

_____

_____

_____

18. En ce qui concerne les tableaux des propriétaires ....

(a) où 1 indique très vague et 7, très clair, la clarté de la présentation et description des tableaux (e.i. les renseignements voulus sont faciles à comprendre et à retirer)

1	2	3	4	5	6	7	9	
très vague			sans opinion			très clair	Ne sait pas/ pas de réponse	⌊⌋

(b) où 1 indique tout à fait inutile et 7, extrêmement utile, le niveau de détail fourni (e.i. le groupement était assez détaillé pour être utile)

1	2	3	4	5	6	7	9	
tout à fait inutile			sans opinion			extremement utile	Ne sait pas/ pas de réponse	⌊⌋

(c) où 1 indique vraiment pas à jour et 7 tout à fait a jour, la pertinence des connées (e.i. les données étaient à jour)

1	2	3	4	5	6	7	9	
vraiment pas à jour			sans opinion			tout à fait à jour	Ne sait pas/ pas de réponse	⌊⌋

(d) où 1 indique très imprécis et 7, très précis, l'exactitude des données utilisées (e.i. la fiabilité des données utilisées dans la création des tableaux)

1	2	3	4	5	6	7	9	
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	⌊⌋

(e) L'exactitude et utilité des définitions et de la méthodologie (e.i. les classifications parcelles privées, publiques développables et publiques non développables étaient justes et précises.

1	2	3	4	5	6	7	9	
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse	⌊⌋

(f) Serait-il préférable que ces données vous soient disponibles

	à tous les mois	1
	à tous les 3 mois	2
	à tous les 6 mois	3
	à tous les ans	4
	à tous les 2 ans	5
(Ne pas lire)	Autre _____	6
	Ne sait pas/pas de réponse	9

⌊⌋

(g) Avez-vous des commentaires sur les tableau en général?

_____

_____

19. En ce qui concerne les tableaux des caractéristiques des terrains disponibles, veuillez évaluez d'après une échelle de 1 à 7

(a) où 1 indique très vague et 7, très clair, la clarté de la présentation et description des tableaux (e.i. les renseignements voulus sont faciles à comprendre et à retirer) ⌊_⌋

1	2	3	4	5	6	7	9
très vague			sans opinion			très clair	Ne sait pas/ pas de réponse

(b) où 1 indique tout à fait inutile et 7, extrêmement utile, le niveau de détail fourni (e.i. le groupement était assez détaillé pour être utile) ⌊_⌋

1	2	3	4	5	6	7	9
tout à fait inutile			sans opinion			extrêmement utile	Ne sais pas/ pas de réponse

(c) où 1 indique vraiment pas à jour et 7, tout à fait à jour, la pertinence des données (e.i. les données étaient à jour) ⌊_⌋

1	2	3	4	5	6	7	9
vraiment pas à jour			sans opinion			tout à fait à jour	Ne sait pas/ pas de réponse

(d) où 1 indique très imprécis et 7, très précis, l'exactitude des données utilisées (e.i. la fiabilité des données utilisées dans la création des tableaux) ⌊_⌋

1	2	3	4	5	6	7	9
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse

(e) où 1 indique très imprécis et 7, très précis, l'exactitude et l'utilité des définitions et de la méthodologie (e.i. les classifications étaient utiles et valables, les transformations des données étaient justes et précises). ⌊_⌋

1	2	3	4	5	6	7	9
très imprécis			sans opinion			très précis	Ne sait pas/ pas de réponse

(f) Serait-il préférable que ces données vous soient disponibles ⌊_⌋

	à tous les mois	1
	à tous les 3 mois	2
	à tous les 6 mois	3
	a tous les ans	4
	a tous les 2 ans	5
(Ne pas lire)	Autre _____	6
	Ne sait pas/pas de réponse	9

(g) Avez-vous des commentaires sur les tableau en général? _____

_____

_____

20. Croyez-vous que d'autres personnes à des postes semblables au vôtre se serviraient de cette publication si ils en avaient connaissance?

Oui 1
Non 2
Ne sait pas/pas de réponse ..... 9 ⌊_⌋

21. Si l'on ajoutait au Programme de relevé des terrains et infrasturcutre de façon à inclure les terrains destinés à la densification ou les sites ré-utilisables à l'intérieur des villes-mêmes, lesquelles des additions suivantes vous seraient les plus utiles?

Grandes parcelles de terrains vacants ayant un potentiel d'utilisation résidentielle 1

Grandes parcelles de terrains vacants pour lesquelles on a soumis ou approuvé des plans d'utilisation ..... 2 ⌊_⌋

Grandes parcelles de terrains vacants désignés à l'utilisation résidentielle 3

(Ne pas lire) Autre (préciser) _____ 4

Ne sait pas/pas de réponse 9

22. Préfériez-vous que les renseignements fournis dans la publication soient disponibles sur ruban d'ordinateur?

Oui 1
Non. ..... 2 ⌊_⌋
Les deux formats nécessiares 3
Sans préférence 4
Ne sait pas/pas de réponse 9

23. D'après une échelle de 1 à 7, où 1 indique tout à fait en désaccord et 7, tout à fait d'accord, veuillez évaluer l'énoncé suivant: "Même à 30$ la copie, le matériel du Programme de relevé des terrains et infrastructure est un bon investissement". ⌊_⌋

1 2 3 4 5 6 7 9

Tout à fait en désaccord — sans opinion — Tout à fait d'accord — Ne sait pas/ pas de réponse

24. Vous êtes vous déjà servi des sections suivantes de la publication du Programme de relevé des terrains et infrastructure

Tableau de demande en terrains?
Oui 1
Non ..... 2 ⌴
Ne sait pas/pas de réponse 9

Tableau de disponsibilité des terrains?
Oui 1
Non ..... 2 ⌴
Ne sait pas/pas de réponse 9

Cartes des terrains et infrastructure marquée selon le code des couleurs?
Oui ..... 1 ⌴
Non 2
Ne sait pas/pas de réponse 9

Tableau d'infrastructure?
Oui 1
Non ..... 2 ⌴
Ne sait pas/pas de réponse 9

Tableau des propriétaires?
Oui 1
Non ..... 2 ⌴
Ne sait pas/pas de réponse 9

Tableau de caractéristiques des terrains disponibles?
Oui 1
Non ..... 2 ⌴
Ne sait pas/pas de réponse 9

25. Si vous n'avez pas fait usage de ces sections était-ce parce qu'elles ne vous étaient pas utiles ou que la nature et la forme de leurs contenus n'étaient pas propice?

Pas utiles 1
Contenus pas propice 2
→ Commentaires _____
_____
_____ ⌴

Autre _____
_____
_____ 3

Ne sait pas/pas de réponse 9

26. Avez-vous des commentaires quelconques sur l'ensemble du Programme de relevé des terrains et infrastructure en tant que publication?

_____
_____
_____

Et maintenant, j'aimerais vous poser quelques questions personnelles.

27. Pouvez-vous me donner la classification de votre profession ou occupation?

Urbaniste	1
Constructeur	2
Promoteur	3
Agent immobilier	4
Ingénieur	5
Administrateur	6
Chercheur	7
Evaluateur/assesseur	8
Gérant de propriété	9
Avocat	10
Arpenteur	11
Autre (préciser) _____	12
Ne sait pas/pas de réponse	99

28. Quel est le plus haut niveau d'éducation que vous avez complété?

Ecole primaire (noter l'année) ____	
Ecole secondaire (noter l'année) ____	
Etudes collégiales partielles	14
Etudes universitaires partielles	15
Diplômé collégial	16
Diplômé universitaire	17
Etudes supérieures	18
Ne sait pas/pas de réponse	99

29. Quel était votre champs de spécialisation?

Planification urbaine/géographie	1
Génie	2
Architecture	3
Sociologie	4
Psychologie	5
Sciences politiques	6
Gestion publique	7
Gestion des affaires	8
Commerce	9
Mathématiques/Statistiques	10
Autre (préciser)_____	11
Ne sait pas/pas de réponse	99

Merci pour votre collaboration. La mise à jour 1982 du Programme de relevé des terrains et infrastructure est en cours, et sera bientôt disponible.